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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

April 18, 2005

President Lisa Borders and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Keep Atlanta Beautiful Board of Directors Re-Appointment

Dear President Borders and Members of the Council:

It is a pleasure for me to re-appoint Abbey Mullaney to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Ms. Mullaney will continue to serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

REC'D
APR 18 2005
CITY OF ATLANTA
MAYOR'S OFFICE

Abbey Mullaney

999 Albion Ave.
Atlanta, GA 30307
abbey.mullaney@awin.com
DIST. 2

Professional Experience

BROWNING-FERRIS INDUSTRIES Atlanta, GA

2002-present

Market Development Manager

- ξ Cultivate and maintain professional relationships with elected officials and staff members of local governments in Metro Atlanta with the goal of securing municipal contracts through relationship marketing
- ξ Secure high revenue, multi-year municipal contracts with local governments to provide solid waste services, including waste and recycling collection and landfill disposal
- ξ Serve as project manager overseeing all community and government relations once the contract is secured
- ξ Oversee the work of legal counsel, public relations contractors and local and state level lobbyists
- ξ Manage municipal account representatives at two district offices

CLEANEVENT Salt Lake City, UT

2001-2002

Games Services Manager – 2002 Winter Olympics

- ξ Managed recruitment of 400 employees domestically and internationally
- ξ Negotiated sponsorship agreements with suppliers to offset operational budget
- ξ Executed plan for Camp Cleanevent, a temporary housing and transportation solution for employees during the Olympic Games
- ξ Managed client and labor relations in support of a permanent office in Salt Lake City after the Winter Olympics

QUORUM CONSULTING Atlanta, Georgia

2000-2001

President

- ξ Developed brand identity for international clients in the development of new markets in the event industry for environmental products and services
- ξ Formulated corporate partnerships in the development of a vertically integrated solution for closed loop recycling and compost programs
- ξ Designed and executed presentations and strategies for the development of new business opportunities for clients including BFI, Cleanevent PTY LTD, Biocorps, Andersen

CLEANEVENT PTY LTD Salt Lake City, Utah

1997-2000

Program Manager – Cleaning, Waste and Recycling - Phase 1

1999-2000

SALT LAKE CITY OLYMPIC COMMITTEE (SLOC)

- ξ Managed \$5 million budget for services and equipment and developed forecast for all labor and capital needs
- ξ Designed recycling, cleaning and waste management program as well as project management timeline for competition and non-competition venues
- ξ Developed training and education program for SLOC departments, sponsors, local governments and community groups

CLEANEVENT PTY LTD Melbourne, Australia

1998-1999

Market Development Manager/Assistant to CEO

- ξ Developed corporate brand identity through the development of collateral material, including print, online and multimedia for Australia and U.S. operations
- ξ Developed launch and strategic marketing plan for the cleaning and recycling program for the Sydney 2000 Olympics sponsorship

- ξ Successfully executed grant development plan resulting in export market development grants totaling \$350,000 from three separate sources
- ξ Managed all corporate entertainment functions, trade shows, advertisement and public relations associated with event clientele
- ξ Successfully negotiated and launched Cleanevent's first overseas consulting project

BROWNING- FERRIS INDUSTRIES (BFI) Atlanta, GA

1991-1997

Olympics Project Manager/Loaned Executive from BFI

1995-1997

- ξ Authored extensive proposal and successfully negotiated multi-million dollar contract for waste disposal and recycling services, portable toilet services, and medical waste services for the 1996 Summer Olympic Games and the 1996 Paralympic Games
- ξ Designed and managed integrated waste management and recycling system
- ξ Directed a team of 100 people and developed an organizational structure and communications plan for BFI
- ξ Developed management team and organizational structure in Australia for the summer 2000 Olympics

Municipal Account Executive

1992-1995

- ξ Expanded markets for BFI's services by obtaining municipal contracts and assisting with acquisitions of waste disposal companies resulting in a 500% growth in market
- ξ Analyzed capital costs, operational scenarios, and productivity for waste and recycling contracts valued at ten million dollars
- ξ Managed contract negotiations, equipment delivery, public relations campaigns, and political relations for all municipal contracts
- ξ Formulated bid specifications and contract documents for city and county governments

Governmental Affairs Assistant

1991-1992

- ξ Coordinated legislative tracking system for six states and analyzed bills affecting the solid waste industry
- ξ Worked with lobbyists and members of the Georgia General Assembly to influence legislation and successfully lobbied for Georgia's first tire recycling law
- ξ Assisted with community affairs planning for South Atlantic Region

Professional Affiliations and Honors

Organizations

Board Member – Park Pride; Board Member – Friends of the Emory Forest; Emory University Alumni Ten-year Reunion Committee; Georgia Recycling Coalition; National Solid Waste Management Association; Georgia Chamber of Commerce – Legislative Committee; Metro-Atlanta Chamber of Commerce; Habitat for Humanity - Family Selection Committee; Inman Park Neighborhood Association

Honors

Consultant on recycling programs for the Sydney 2000 Olympic Committee in Australia and the 2002 Olympic Committee in Salt Lake City, Utah; Speaker at International Waste Expo in Portland, Oregon; Instructor at the GA Recycling Coalition's annual training program

Education

Emory University Atlanta, GA

Bachelor of Arts in Economics- 1991
Minor Studies in Dance & Art History

Emory University Study Abroad Program

Paris, France - Summer Semester 1990

The American University - Economic Policy Semester

Washington D.C. - Fall Semester 1990